



# **2012 DoD Mentor-Protégé Conference**

## **Partnering for Success**

**John K. Morris**  
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# Mentor-Protégé Program Successes



- Entered Program July 2007 - Graduated July 2010
- Increased employee base by 88%
- Increased gross revenue by 80%
- Increased DoD revenue by 77%
- Increased contract backlog 200%
- 2011 Nunn-Perry Award winner



# Keys to Success - Three Cs



- **Communication**
- **Commitment**
- **Continuity**

# Keys to Success - Three Cs



- **Communication**
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# Keys to Success - Communication

- Activity of conveying information
- Dialogue
- Sharing of understanding, goals, and mission of work

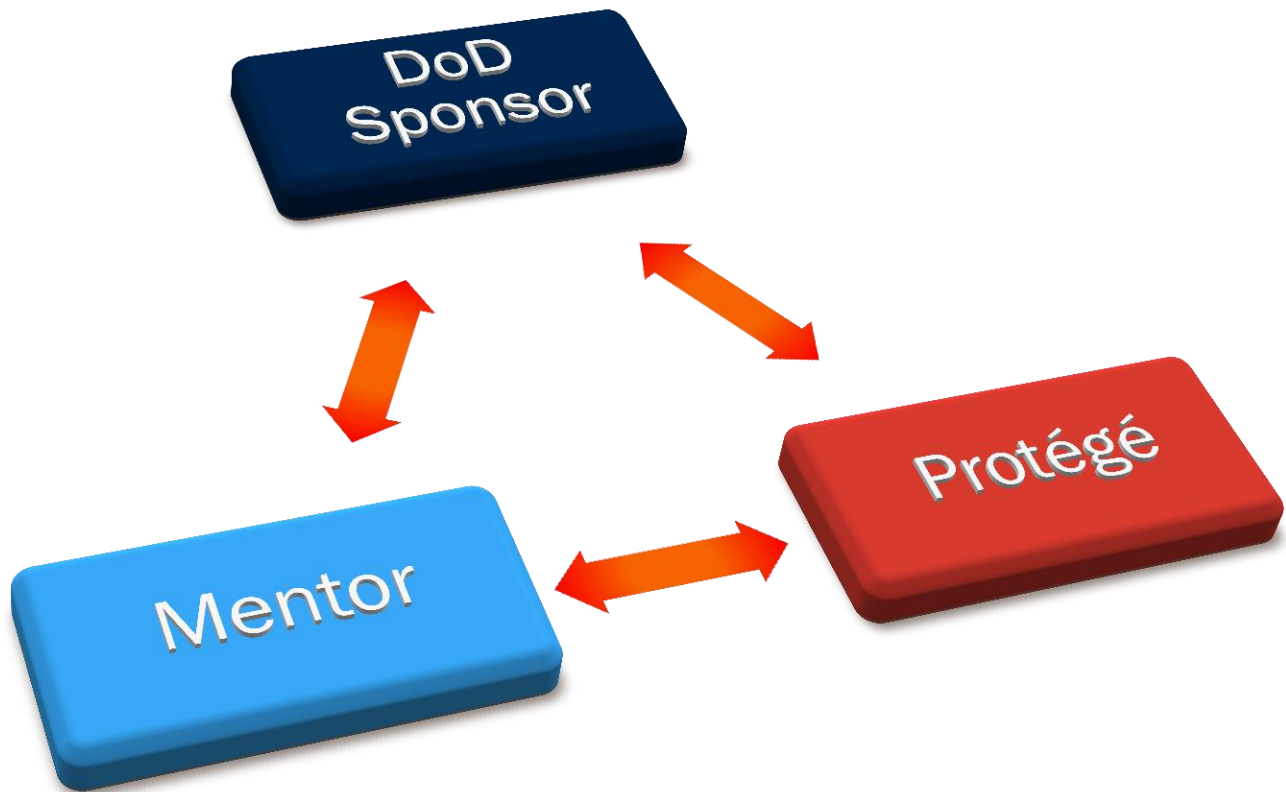
# Keys to Success - Communication

## Communication – Vital for effective growth

- Channels
- Goals
- Modes
- Frequency

# Keys to Success - Communication (Detail)

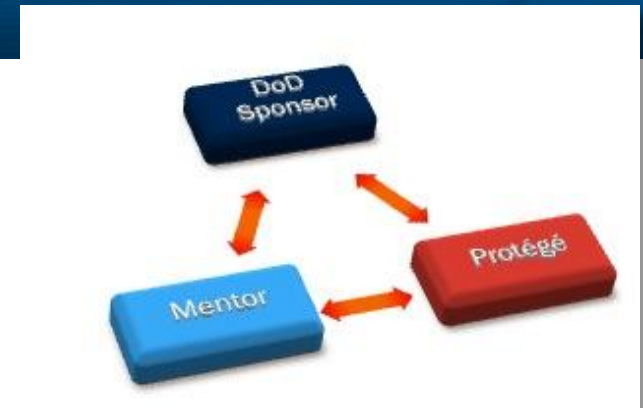
## Channels



# Keys to Success - Communication (Detail)

## Goals

- Establishment of clear goals for success
- Honesty from the beginning
- Development even prior to start of M-P Agreement
- Preparation of agenda and objectives for each meeting in advance

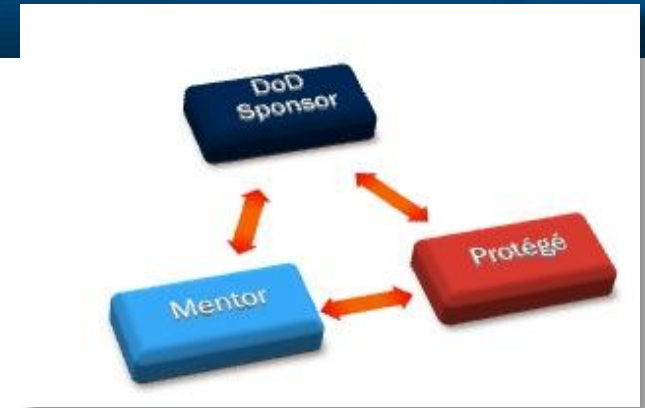




# Keys to Success - Communication (Detail)

## Modes

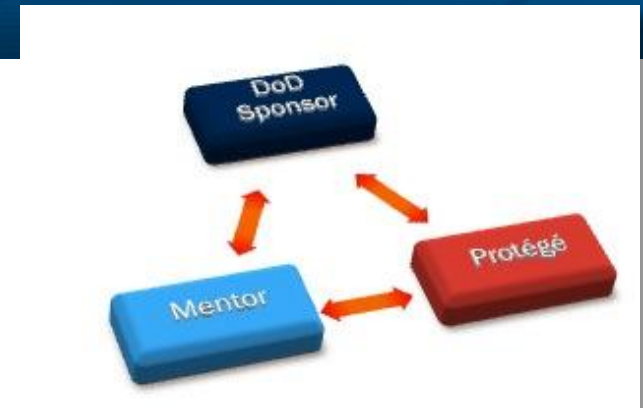
- Face-to-face meetings
- Telecommunications
- Conferences
- Documentation of important decisions with email/meeting minutes



# Keys to Success - Communication (Detail)

## Frequency

- Set up schedule at kickoff
- Focus on Mentor and Protégé
- First year will require more scheduled communications
- Biweekly/monthly calls or meetings in out years
- Continuation of communication after graduation



# Keys to Success - Three Cs



- Communication
- **Commitment**
- Continuity

# Keys to Success - Commitment

- Mutual trust and pledge
- Acceptance of the charge to perform
- Determination to deliver



# Keys to Success - Commitment

## Commitment from the start

- This is the start of a long-term relationship
- Ensure appropriate level of support
  - Mentor
  - Protégé
  - Sponsoring DoD Agency



# Keys to Success - Commitment

- Set goals early
- Establish an achievable timeline for the agreement
- Have realistic expectations
  - Mentor must understand business processes in a small business
  - Protégé must understand what the Mentor can provide
- Be ready to address challenges
- Continued and proactive support



# Keys to Success - Three Cs



- Communication
- Commitment
- **Continuity**

# Keys to Success - Continuity



- Uninterrupted succession or flow from start to finish
- Lasting through time
- No break in nature of work



## Keys to Success - Continuity



### Vision and management of agreement's entire lifecycle

- Before
- During
- After

## Keys to Success - Continuity



**Mentor and Protégé are a team through time**

- Technical expertise
- Business administrative infrastructure
- Business pursuits

# Keys to Success - Continuity (Overview)



## Plan of action road map

- Assessment
- Planning
- Plan execution
- Reassessment

## Plan of action road map - Continuity (Detail)



### Assessment

- **Functionality/Capability**
- **Practicality/Focus**
- **Cost/Benefit**

### Planning

- **Agile plans needed to accommodate changes**
- **Modifications must be accepted by all parties**
- **Attention to new markets**

## Plan of action road map - Continuity (Detail)



### Plan execution

- On time
- On budget
- Leading the way

### Reassessment

- Retooling on plans for innumerable challenges foreseen and unforeseen
- All parties must accept the changes to the plan

**Mentor and Protégé repeat the plan**

# Keys to Success - Summary

- Communication
- Commitment
- Continuity



# The DoD Mentor-Protégé Program Partnering for Success



**Thank You!**

# Questions?

**John K. Morris, Business Process Consultant**

**151 Lafayette Drive | Oak Ridge, TN. 37830**

**Tel: 865.481.4775 | Email: [John.K.Morris@saic.com](mailto:John.K.Morris@saic.com)**

**Babak A. Nouri, Corporate Small Business Director**

**1710 SAIC Drive | McLean, VA. 22102**

**Tel: 703.676.7492 | Email: [Babak.A.Nouri@saic.com](mailto:Babak.A.Nouri@saic.com)**